



# THE CHINOOK ADVANCE

Vol. 21

Chinook, Alberta. Thursday, Feb. 17th 1938

No.

## Might Sell B. C.

### Apples by Mail

Creston, B.C. (Special) Creston orchardists in session on Saturday gave enthusiastic approval of the recent announcement of the postoffice department that parcels up to 25 pounds in weight will now be accepted for parcel post transmission. The local growers will ask for a special rate on apples, and if this is conceded, an experiment will be made in shipping this fruit in half box lots by mail. It is

felt a big mailorder business could be done at small rural postoffices remote from express freight service—particularly if the rate is fixed with due respect to mileage, and with Creston next door to Alberta.

Joyce Smiley was brought up from Oyen for treatment in the Cereal hospital as developing pneumonia. We are pleased to learn that she is getting along nicely and will soon be able to return home.

## Canadian Women's buying Habits Can Assist Unemployed

What Canadian women buy every day of the week has a direct bearing on the number on the number of people who are employed in Canada, and government statistics of imports show there is wide-open field in which they can increase the number of men and women who receive a weekly pay envelope if more women "Buy Canadian" on every possible occasion, according to a study made by the National Produced in Canada Association, which was released today.

"It has been estimated that women influence 87 per cent of the purchases made in Canada, either directly or indirectly," the statement said. "It is true then it is to the national interest to study what they buy because of its relationship to employment. Among the purchases they which make directly almost every week of the year are such things as furniture, drugs and medicines, woollen wearing apparel, leather boots and shoes, handkerchiefs, silk stockings, felt hats, soap, fresh fruits, vegetables, oilcloth, cutlery, cheese, etc., to mention only some of the more important items,

"In these categories alone, imports in the 12 months ending October, 1937, amounted to \$38,325,478. Bearing in mind women's influence in buying, it can be reasonably assumed that it was their choice which influenced the importation of these items into Canada, yet a survey of industrial plants and other producing agencies in Canada shows that practically all of these are produced or made in Canada, in so doing they employ Canadian men and women, apart altogether from those who are indirectly affected by the manufacture or sale of these commodities such as employees of stores, allied industries etc.

"The purchase of these import items means the continued unemployment of Canadians in these industries who, otherwise, would be at work if Canadian women insisted on the Produced in Canada merchandise at all times.

It must be clear therefore, that women can, by their purchasing

Tomatoes	per tin	.15c
Peas	"	.14c
Aylmer Corn	"	.15c
Catsup	2 tins	.25c
Fancy Rice	3 lbs.	.25c
Palm Olive Soap	4 cakes	.23c
Lifebuoy Soap	per cake	.10c

Gas Lamp Mantles, Generators, Alladdin Globes, Wicks and Mantles

## BANNER HARDWARE AND GROCERIES

Bring In Your  
**HIDES and FURS**  
Highest Market Prices  
Also Watch and Clock Repairs  
Our latest Wallpaper Samples have arrived.  
Call in and see them  
**W. J. Gallagher**  
1st Door North of Hotel

## RADIOS

**1938 PHILCO RADIO**  
For as little as **\$34.95**  
1 Used Radio **.10.00**  
1 Used 2-volt Wet Battery

770 EVERREADY "B" BATTERIES **\$2.95**  
386 " " " **398**  
771 " " " **.45**

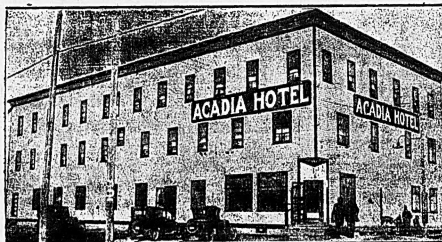
Radios, Aerials, Tubes,  
Batteries, Clips in stock.

**COOLEY BROS.**

Radio Head Quarters

Chinook, Alta.

Phone 10



## CHINOOK HOTEL

The Curling Club will hold a Card Party  
and Dance on Friday Feb 18th  
Lunch served at Hotel

habits, affect the number of people who are employed in Canada. If, therefore, they 'Buy Canadian' at all times when price and quality are suitable, they will be doing their share in helping to restore more men and women to the payrolls in the Dominion.

## The Ladies' Card Club

The Ladies Card Club met at the home of Mrs. Robinson last week. Honors were shared by Mrs. Lee and Mrs. Cooley. The ladies will meet next week at the home of Mrs. Todd.

## CHINOOK GIRL BREAKS ARM

We regret to learn that Miss Ruth Harrington while getting on her pony that she rides to school fell off (today) Thursday, and broke her arm in two places.

Mr. and Mrs. Harrington started immediately for Cereal Hospital, with horses and sleigh and it would take all day to make the trip through the heavy snow.



Look  
Mr Subscriber—  
Here's

Your  
**Big Opportunity**  
to  
**SAVE MONEY**  
On your FAVORITE PUBLICATIONS

As a special service to our Subscriber Families we have obtained authority, FOR A LIMITED TIME ONLY, to offer Canada's two largest weekly newspapers in combination with our local paper, at a REMARKABLY LOW COST.

### OFFER NO. 1

Family Herald &  
Weekly Star - 1 Year  
and—

BOTH  
PAPERS  
ONLY

### OFFER NO. 2

Free Press Prairie  
Farmer - 1 Year  
Family Herald &  
Weekly Star - 1 Year

ALL  
THREE  
PAPERS  
ONLY

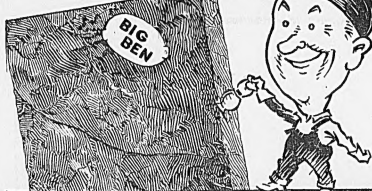
If so desired National Home Monthly or Canadian Magazine may be substituted for Free Press Prairie Farmer in Offer No. 2

The above offers apply to new or renewal subscriptions.

Order Now at Bargain Prices and  
Save Money

**CHINOOK ADVANCE**

Switch to **BIG BEN** for  
a BETTER, RICHER Chew



**BIG BEN**  
The PERFECT Chewing Tobacco

### Inequitable Taxation

Cogent and powerful were the arguments recently advanced by Premier Angus Macdonald of Nova Scotia in support of his advocacy of centralization of taxation in the Dominion before the Rowell Commission on Dominion-Provincial relations in Halifax when he contended that this method of taxation would be "more equitable, efficient and productive."

The Nova Scotian premier's suggestion was made more particularly applicable to income tax, corporation taxes and inheritance taxes—the latter being better known in the west as succession duties, the intention being to make these taxes national in scope with provision for the distribution of the proceeds among the provinces by a Federal grants commission "on a fixed need basis."

On the score of greater equitability of division of taxation proceeds as between the provinces, Premier Macdonald's arguments were particularly pertinent when applied to succession duties, or inheritance taxes, declaring that in this respect the central provinces enjoy a preferred position. He backed up this statement by figures showing that in 1934 Ontario collected 59.1 per cent. of all succession duties collected in all provinces, while Quebec collected 24.4 per cent., making a total of 83.5 per cent. for these two provinces alone and leaving only 16.5 per cent. for the other seven provinces combined.

#### At Head Offices

The reason for the large share of succession revenues absorbed by the Provinces of Ontario and Quebec is not far to seek when it is pointed out that as the law stands to-day succession duties on intangible property, such as stocks and bonds and mortgages, are payable to the government of the province in which the assets represented by the securities are located. In interpretation this is held to mean that the duties are payable to the province in which is located the head office of the corporation issuing the securities, since, with the exception of the banks, these companies refuse to open offices for the transfer of stocks and bonds and similar instruments in the other provinces.

This situation has long been felt to be a discrimination against the maritime and western provinces, but in more recent years it has become aggravated with the collapse of realty values and the consequent transfer of considerable wealth to the intangible property form and the increasing issuance of securities for the development of natural resources.

But even worse than this, is the fact that the provinces in which the deceased was domiciled also regard it as their inalienable right to collect inheritance tax on intangible property, as a result of which beneficiaries are called upon to pay a double tax, one to the domiciliary provinces and another to the province of situs, to quote a legal term.

#### Futile Efforts

Some years ago efforts were made to provide for the passage of reciprocal agreements between any two or more provinces with the object of relieving estates from double taxation but so far little or no advantage has been taken of this proposal.

As far back as 1928 the inequity of succession duty taxation and the burden it is throwing upon estates, especially upon estates in the western provinces which are perforce usually very small, was pointed out by G. H. Barr, K.C., of Regina, in an interesting and informative address on the whole subject before the Bar Association of Canada in which he said:

"There has been very little reciprocity among the Provinces and it is very unlikely that this provision [providing for mutual agreements] will ever become effective. It would appear to us that instead of each Province attempting to deal individually with each other Province, representatives of all Provinces should meet at a common table and devise some plan to which they will all be party and which will automatically take effect in all Provinces at the same time."

In an exhaustive, though compact treatise on the subject, the result of over a year of laborious study and research, Mr. Barr referred to a recommendation made earlier in that year by R. M. Fisher, a Winnipeg barrister in a brief to the Manitoba Tax Conference in which he suggested, among other things, the creation of an inter-provincial board with power to adjust equitably claims of multiple taxation as between provinces and provide for some Federal body to collect and distribute among the provinces entitled to the taxes so collected.

It should be possible," said Mr. Barr, commenting upon this suggestion, "to arrange some satisfactory basis for the division of this particular tax among the Provinces entitled to share in it. If it were stock in a company the tax might well be divided among the Provinces in which the enterprise is carried on on the basis of the annual business turnover in each Province, or some other arbitrary basis making for a reasonably just apportionment."

#### Double Discrimination

Enough has been said to demonstrate beyond dispute the inequity of the allocation of succession duties resulting in discrimination against not only the less wealthy provinces but also the heirs and beneficiaries of descendants.

The evil has existed long enough and is becoming more apparent with the increase in deaths in the western provinces as original and first generation settlers pass away. It is a question which should be settled without further delay in some such manner as that proposed by the Premier of Nova Scotia or the Winnipeg or Regina barristers. The underlying principles enunciated by all of them and other authorities are very much the same.

**Home-made ICE CREAM**  
3 pints  
for less than 20¢

Ingredients—one package Jell-O Ice Cream Powder, one quart half milk, half cream. Work—mix in bowl, put on window sill outside in cold weather, stir once or twice. The whole job will take two minutes of your time. And the ice cream? You'll be proud to say "I made it myself." Grocers sell Jell-O Ice Cream Powder.

**JELL-O ICE CREAM POWDER**

## FLIN FLON

"The Story of Its Finding and Position To-day"

By PRATT KUHN

Continuing the story of Island Falls, where the electric power comes from.

The thing that interested me, however, was the conquering of the wild, the erection of 250 steel towers carrying power 60 miles, and the line patrolmen who live with their families at mile 13 and mile 38. These men walk steadily, examining the conditions of wires, posts, possible dangerous fires, etc., and report by telephone from one of the eight telephones on the route. Occasionally they can hitch-hike a ride on a boat going down the lakes and walk back. At mile 13 a wood pole, single circuit, aluminum cable line 40 miles long taps off through air-brake switches to feed the Sheritt-Gordon mines.

I asked the patrolmen, both of whom I met by good luck. If they weren't lonely, but mile 13 is close enough to Flin Flon to have visitors, and at mile 38 they are lonely only in summer, while in winter they feed teamsters twice a day—men hauling supplies to Island Falls over the ice. This supply business is mighty important because you can't run down to the corner store for something forgotten, and you must have your year's supply on hand at all times.

In winter, then, about 200 tons, valued at \$30,000 to \$50,000 of stock and provisions are hauled in and stored in warehouses for non-perishable food stuffs. There is a heated room for the storage of freezable foods, and an ammonia refrigerating plant, maintains cold storage for packing house provisions.

Believe me, I ate beef in July that had been brought in the previous December and it was better than you'd buy in the city, because every chop, roast, chicken, etc., is government inspected then wrapped separately in Cellophane, quick frozen and kept that way till the housewife gets it.

The company store is excellently laid out, and carries every good branded line of drugs, cosmetics, canned goods, etc. Stockings, and marvelous to relate, sells at less than city prices, despite the cost of hauling and storage.

Some part of the stock consisted of unknown lines to me, but was for trading with the Indians, a town of Crees (Roman Catholics) being established on the mainland three miles away, whose men folk do logging and brush work around the properties. There are about 30 employed, and who are entitled to buy at the company store at the same prices the white residents pay. This is some difference to the way it used to be when the Indian was fair game for the white trader. However, all through my studies I was deeply impressed with how the companies went out of their way to treat employees fairly, and with the satisfaction expressed by the men and women workers both here and in Flin Flon.

Getting up to Island Falls from Flin Flon was easy. I took a taxi to Channing River field, six miles out, stepped into an Arrow Airways plane with Jeff Home-Hay as pilot and in 40 minutes descended on the water at the dam and taxied to the wharf. Getting back I wanted to see the water route, so started out at 8:45 a.m. from the store where all the passengers gather and walked to the wharf. The Arrow Airways motors were placed on two canoes, damaged little in and away we went with "Capt." J.M. Clark in charge, across Sandy Bay, 3½ miles, to a half mile portage at Mudley Lake, where a Linn tractor pulled a wagon with the freight, and passengers walked.

### In Rural Areas

Lightning Caused More Havoc Than It Does In Cities

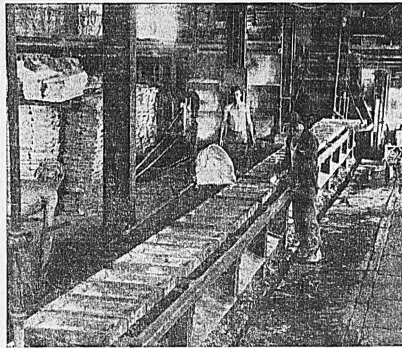
Nine-tenths of the property damage caused by lightning occurs in rural areas, it is reported in the first sections of the "Code for Protection Against Lightning," issued by the U.S. National Bureau of Standards, states Science Service. Four hundred people on an average are killed each year in the United States by electric bolts from the sky.

Proper use of lightning rods sharply cuts damage to buildings struck by lightning, it is asserted. Users of lightning rods are cautioned to see that they are properly connected to the ground. Placing lightning rods on small buildings in urban areas, particularly near large buildings, is uneconomical because of the protection afforded by the larger structures, it is stated. Large buildings should always be rodless.

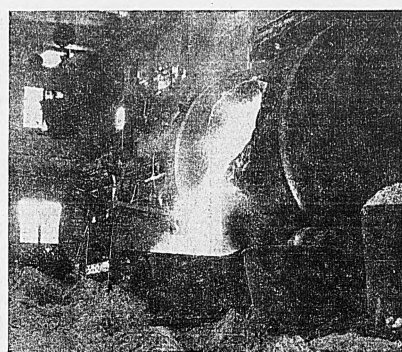
Persons caught out in the open during an electric storm are advised to seek shelter in as large a building as possible. Failing that, they should head for the shelter of a cliff or a dense forest. The code was prepared under the joint sponsorship of the American Institute of Electrical Engineers and the National Bureau of Standards.

America's first inter-colonial postal delivery of mail was made in January, 1672, between New York and Boston.

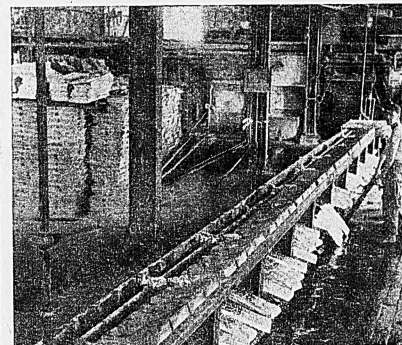
Through observations of the moons of Jupiter, it was learned that the passage of light through space is not instantaneous.



Molten zinc being poured into molds at Flin Flon. Man at right is leveling top. In left background are these 60-ft. zinc bars cooling off.



This is molten copper pouring from smelter converters. It will be carried from here by the overhead trolley to the casting machine. 1937 photo at Flin Flon mine, Manitoba.



Zinc slabs, glowing with heat, dumped from the molds. Men with long grab them one at a time and swing twenty onto a truck at Flin Flon.

It's a grand and glorious feeling when you open the dictionary to the exact page on which is the word you don't know how to spell.

Every Newar girl of India is compelled to be "married" to the native bell fruit so that she will never be left a widow.

Lemon juice in water cauliflower is cooked in makes it snowy white.

**FREE Trial Bottle of KRUSCHEN**

GET YOURS NOW

Ask your druggist for a Kruschen Giant Package. It contains a regular bottle and a trial size bottle. Use the trial size first and if not satisfied return the regular bottle will be cheerfully refunded.

**FREE CHART**

Raymer, Canada's Foremost Electrician and Plumbing Contractor and Plumbing Chart free after a made money in advertising.

MAISON REMEDIES LIMITED

**STOP Scratching**

RELIEVE ITCHING In A Minute

Even the most stubborn itching of eczema, hives, rashes, athlete's foot, and other skin eruptions, quickly yields to Dr. Drexel's soothing, cooling, and itching relief. It is the most effective skin medicine the world has ever known. A trial bottle, at drug stores, grocers, or money back. Ask Dr. D. D. DREXEL'S PRESCRIPTION.

## I WAS NEVER SO EMBARRASSED

-FOR I KNEW THAT  
**ACID-INDIGESTION**  
WAS DISTRESSING TO  
ME AND OFFENSIVE  
TO OTHERS  
**BUT NOW—I JUST**

**ALKALIZE**  
THE EASY  
**'PHILLIPS'**  
WAY

The quick way to alkalize is this: Take two teaspoons of Phillips' Milk of Magnesia 30 minutes after eating and drinking. Or, when eating others—take Phillips' Tablets that come in a small tin you carry in purse or vest pocket—You do it unnoticed. Relief is almost immediate: "Gas," nausea, acid breath and other offensive symptoms leave—That "stuffed" feeling and pains from "acid indigestion" cease to annoy. You feel great.

This is the way you believe, more doctors use than any other when alkalizing upset stomach.



**Reducing Process**

Going home during the evening rush hour I struggled into a tube train at Oxford Circus. Finally the doors closed, and everybody was wedged tight, unable to move. In the thickest was a short, fat Cockney woman, who remarked to the passengers in general: "I come in 'ere like Stanley Baldwin and you see 'at like Anthony Eden!"—London Evening News.

Esquima ice cream consists of a mixture of berries and deer fat.

## FROM GIRL TO WOMAN

**GROWING** girls are often sufferers from female irregularities, headache, backache or nervousness. Dr. Pierce's Favorite Prescription is the vegetable tonic to give your daughter a good start at such times. Mrs. Gladys Stover, 10 West 2nd St., St. Catharines, Ont., writes: "I felt terribly weak and nervous. I hardly ate anything, and was underweight. I was miserable. Dr. Pierce's Favorite Prescription was the medicine that put me back in shape. After using it I gained several pounds, but I suppose the very little trouble. I gave me, I became much stronger and my nerves came back. I was very little trouble. Buy now of your druggist. New size, tablets 50¢, liquid 25¢ and 12½¢."

## PATENTS

AN OFFER TO EVERY INVENTOR. List of inventions and full information sent free. The Patent Office, Registered Patent Attorneys, 273 Bank Street, Ottawa, Canada.

**And Far Handier Than Older Ways!!!**

Here is the most useful waxed tissue package you've ever seen.

This new pack contains 45 sheets of silver white waxed Tissue. Through the top of the pack is a metal eyelet for hanging on the wall. Inside, the tissue is held in an ingenious grip so that you can withdraw one sheet at a time by simply reaching out with one hand.

"Presto-Pack" thus becomes the handiest of all kitchen aids. You will wonder how you ever managed without it.

**APPLEFORD PAPER PRODUCTS LIMITED**  
HAMILTON - ONT.

Warehouses at Calgary, Regina and Winnipeg





## Chinook

## Beauty Shoppe

Marcel.....	50 cts
Reset.....	25 cts
Finger wave.....	25 cts
" (dried).....	35 cts
Shampoo.....	25 cts

Mrs. W. Gallagher Prop.

## See E. Robinson

For  
DRAYING

Or  
TRUCKING  
Any Kind  
Satisfaction  
Guaranteed

RESTAURANT  
and  
ROOMS

Meals at all hours  
All Kinds of Meat  
For Sale  
All Kinds Tobacco  
and Cigarettes  
Confectionary and  
Soft Drinks  
**MAH BROS.**

TRAVEL  
BARGAINS

Exceptionally  
**LOW  
FARES**  
to **EASTERN  
CANADA**

TICKETS ON SALE DAILY  
FEB. 19th TO MARCH 5th  
Return Limit - 45 days

## Choice of Travel

Good in Coaches, also in Tourist  
Sleepers and Standard Sleepers,  
upon payment of regular berth  
fare.

TRAVEL IN COMFORT ON AN  
AIR-CONDITIONED TRAIN  
Delicious Meals in the dining  
car at very moderate prices

For further  
particulars, enquire any Agent

**CANADIAN  
NATIONAL**

Foreign Candy Worth  
\$838,917 Is Imported  
And Sold In Canada

Canada's Jellies have a very  
"sweet tooth" if the consumption  
of candy in Canada is any criterion  
and their Romans apparently take  
pains to satisfy the craving for, in  
the twelve months ending October  
1937, in imported confectionery  
alone, the substantial  
total of \$838,917 was spent.

## MRS. WILSON DIES

Oyen (Special) — Mrs. Chas.  
L. Wilson died last week at the  
family residence in Oyen at the  
age of 70, following an illness  
of several months.

She is survived by her  
husband, two daughters, Mrs.  
Chas. L. Dunford of Sylvan  
Lake, and Mrs. Thos. Leslie  
of Moose Jaw, and one son,  
Lee of Los Angeles, Cal.  
Funeral services were con-  
ducted in the United Church  
by Rev. J. W. Smiley.

## Curling Notes

Very little action was seen on  
the curling "front" last week. The  
continued cold weather is making  
it very unpleasant.

With the first half of the draw  
almost completed F. Morrell's  
rink is out in front with five wins  
and but one loss. G. Aitken is  
runner up with four victories in  
six starts.

The standing of the others is  
as follows:

W. Gallagher	4-3
W. S. Lee	3-3
Len Cooley	3-1
C. W. Rideout	3-4
W. Todd	1-2
J. Gingles	2-4
J. Peyton	2-5

Results of games played recent-  
ly are as follow:

F. Morrell 9	W. S. Lee 8
J. Peyton 13	Len Cooley 8
W. Gallagher 9	J. Gingles 3
W. Gallagher 8	C. W. Rideout 5

Strongly Commends  
Press Advertising

New York (C.P.) — Sir Chas.  
Higham, British advertising  
man, arrived yesterday on the  
"Queen Mary", and declared  
he was the largest individual  
buyer of newspaper space in  
Great Britain.

"I know there is a tendency  
among many advertisers in  
your great country to employ  
other means of selling things,  
besides the press," Sir Charles  
told reporters. "But I have  
yet to meet an advertiser who  
has made a success without it."  
Sir Charles said his own  
success had been based on  
newspaper advertising and he  
had purchased \$75,000,000  
worth in the last 62 years.

## Local News

Mrs. F. Otto returned from  
Calgary after visiting for a  
few days with her daughter,  
Mrs. P. R. Dobson.

Mr. J. W. Shier was a  
Calgary visitor over the week  
end.

Miscellaneous  
Shower Held

A miscellaneous shower  
was held on Friday evening,  
Feb. 11th, at the home of Mrs.  
W. W. Wilson in honor of  
Mrs. John DeMaere (nee  
Ethel Young) when about 20  
friends of the bride gathered.

A most enjoyable evening  
was spent in playing different  
and contests. The novel  
prizes which were given  
caused much amusement.

The bride was the recipient  
of many beautiful and useful  
gifts. At the close a very  
dainty lunch was served.

Mr. and Mrs. DeMaere are  
visiting for a few weeks at the  
home of the former's father,  
Mr. P. DeMaere. When the  
highway is opened up the  
happy couple will motor to  
Granum, Alta where they  
will in future reside. This  
popular Chinook couple has  
the best wishes of all, for their  
future happiness.

Mrs. Malcolm entertained  
the Card Club to a Bridge  
party on Tuesday afternoon.

Mr. and Mrs. Youngren  
who live thirty miles south of  
town, after having spent the  
winter months in Calgary,  
returned on Tuesday.

## VALENTINE PARTY

Messrs Leonard and Bill  
Youell entertained a number  
of their friends to a very en-  
joyable Valentine party on  
Saturday.

After an evening of fun and  
frolic a fitting climax was the  
delicious lunch served by the  
hosts mother, Mrs. Youell.

Mrs. E. C. Pfeiffer entertain-  
ed a few ladies to after-  
noon tea on Wednesday.

The Friendly  
Circle met

The regular monthly meet-  
ing of the Friendly Circle was  
held on Wednesday, Feb. 9th  
at the home of Mrs. J.  
Bayley, with all members  
present. Lunch was served  
at the close.

The next meeting will be  
held at Mrs. W. W. Wilson's  
home.

COMPLETE YOUR  
TRAVEL ARRANGEMENTS  
AND BOOK YOUR  
Steamship and Rail Tickets  
FROM ALTA  
**LOCAL AGENT**  
**CANADIAN NATIONAL**  
Rail and Steamship Lines

# What Purposes do Life Insurance Premiums Serve?

**Answer.** — They provide your dependants a  
guaranteed sum in the event of your death—or  
provide money for your old age.

**Question.** — What is done with the premiums  
you pay?

**Answer.** — The savings which you put into Life  
Insurance are combined with those of other  
policyholders and are carefully invested in the  
best interests of all policyholders.

**Q.** — What is the guarantee back of these in-  
vested funds?

**A.** — The security of the individual loans, in addition  
to the integrity of the borrowers—whether  
governments, corporations, or individuals.

**Q.** — Why are premiums called savings?

**A.** — Because, year after year, they build up the  
fund out of which payments to policyholders  
and beneficiaries are made.

**Q.** — How much of this money is paid out to  
policyholders and beneficiaries in Canada?

**A.** — Half a Million Dollars every business day.

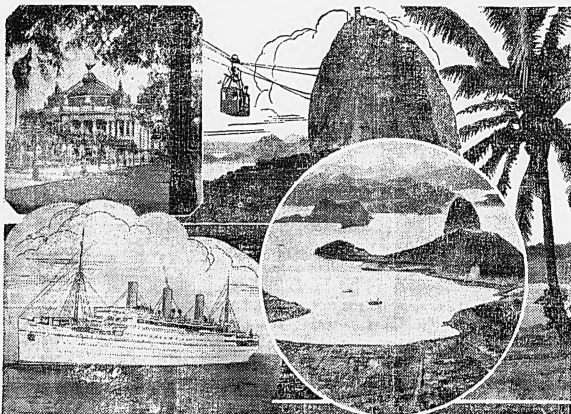
*This is the second of a series of messages sponsored by Life In-  
surance Companies operating in Canada. The third, to appear  
in two weeks' time, will discuss Life Insurance assets.*

## Life Insurance



Guardian of Canadian Homes

## Eagle's View of Rio for Cruise Members



Not flying nor rolling down to  
Rio but leisurely sailing there  
aboard a luxury liner will go a  
happy crowd of winter cruise tour-  
ists next January when the Cana-  
dian Pacific liner Empress of  
Australia heads south from New  
York January 15 on a West In-  
dian and South America cruise.  
The glamorous Latin city that  
was named Rio de Janeiro be-  
cause its harbor was discovered  
in the month of January and mis-  
taken for the mouth of a river  
claims that the harbor is the  
world's most beautiful. Certainly  
other ports would have to show  
much to rival this claim, and  
there is hardly a doubt that the  
Empress of Australia's cruise pas-

sengers will return confirmed  
"Rio fans."  
From the heights of the lofty  
Corcovado, a mountain peak on  
which stands a huge figure of  
Christ, and from the summit of  
Pao d'Assucar, the famed "Sugar  
Loaf," numbers of shore excu-  
sions will have an eagle's eye  
view of the city and harbor.  
Thrilling in itself is the ascent  
of the Sugar Loaf by aerial cable-  
car in two rides, first to the half-  
way station on Penedo de Uruca,  
then to the summit of the conical  
Sugar Loaf itself.  
Besides these two excursions  
there are other trips arranged for  
the five-day visit. The lovely  
mountainous region of Ilhica and  
the mountain residential section

of Petropolis will be the objects  
of excursions and each evening  
there will be a party excursion to  
enjoy the exotic night-life.  
Rio is not the only port of call  
on this cruise. Barbados, Grenada  
and Jamaica are islands that will  
be visited during the 32 day trip,  
while on the mainland of South  
America, La Guaira, Venezuela,  
will share with Rio the attentions  
of the Empress of Australia's  
passengers who will be back in  
New York on February 17.  
Pictured above are the Teatro  
Municipal at Rio, a view of Bota-  
fogo Bay from the Corcovado  
showing the Sugar Loaf, the cable-  
car ascending the latter, and the  
Empress of Australia, the  
cruise ship that will visit Rio.

## TRADITION

Science advances . . . time progresses  
. . . engineering skill dictates a stream-  
lined age . . . changes are taking place  
in our old traditions and methods.

But there remains one process, that  
because of its tradition, becomes in-  
creasingly popular . . . more valuable  
to our well being than ever before.  
Each year adds to its charm, ves and  
quality . . . a quality that time and  
science cannot take away, and that  
process? The "traditional formula"  
used by the Brewing Industry of  
Alberta in the manufacturing of  
ALBERTA BEERS.

the BREWING INDUSTRY of ALBERTA

"BEERS THAT ARE BEST"

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